

Retailer Content Distribution Contract

Group Content Distribution Contract

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General Content Distribution Rules ~ 24

Distributor – Retailer Distribution Contract ~ 26

Group Distribution Contract ~ 2

General Distributor Rules ~ 30

Suggested Distributor Rules \sim 32

Figure 3

Specific Content Financial Contract (Term Sheet) ~ 34

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Specific Content Group Financial Contract (Term Sheet)

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Distributor – Retailer Financial Contract $\sim 3\%$

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Group Financial Contract ~ 40